I've been with XM radio for over a year now and have 3 radio subscriptions on their family plan. Obviously I enjoy the variety of music, the quality and that it is commercial free. I also find myself commuting between Tampa and Orlando. I use the traffic feature extensively in my car. I have presets for Orlando and Tampa. XM radio should be able to offer what their customer base needs and desires. I need the traffic, that why it's on my presets.